

### **Remark**

Applicant respectfully requests the Examiner to consider the following amendments and remark in the examination of the present application. No claims have been amended. Claims 1-7, 9-18 and 20-25 have been canceled. Claims 26-72 are new. Therefore, claims 26-72 are now presented for examination.

### **35 U.S.C. §103 Rejection**

#### **Drucker**

The Examiner rejected the original claims of the application under 35 U.S.C. 103 (a) as being unpatentable over Drucker, U.S. Patent No. 6,292,796 (“Drucker”). The first set of new claims of the application are directed, inter alia, to analyzing hypertext links to determine a user intent and generating a search engine query based on the determined intent.

The Examiner suggested that it would be obvious to parse hypertext links to generate search queries based on the use of natural language searching in Drucker. However, the standing search of Drucker is made up of search terms that have specifically been selected for use in searching. Hypertext links are designed only to serve as an address or URL to another site or page.

Applicants respectfully submit that the cited art fails to suggest any use for hypertext links other than to address a site or page and that it is not obvious to use hypertext links for generating queries. The text of hypertext links depends completely on the whim of the web page designer. The text can be arbitrary and often nonsensical. The

text of hyperlinks on the USPTO home page ([www.uspto.gov](http://www.uspto.gov)) range from very understandable, such as [www.uspto.gov/main/newsandnotices.htm](http://www.uspto.gov/main/newsandnotices.htm) for News and Notices to very cryptic, such as [www.uspto.gov/ebc/ebcindex.htm](http://www.uspto.gov/ebc/ebcindex.htm) for Online Business. In many web sites, the hypertext is not readily understandable, such as [www.european-patent-office.org/win\\_net.htm](http://www.european-patent-office.org/win_net.htm) for Patent Information Centers. In other web sites, the hypertext is an alphanumeric code which has no particular meaning outside of addressing a page within the web site.

As a result, hypertext links are not commonly used as sources of information. Instead metadata associated with a page or the content of the page itself is used. Applicants respectfully submit that it is novel and nonobvious to parse hypertext links into words and apply those words as search query terms. This would not necessarily provide a more feasible and satisfying search as suggested by the Examiner. However, it is believed to provide a new source of information to be used for generating queries.

The second set of new claims is directed, inter alia, to filtering search result entries by comparing information from a corresponding accessed page to the query. The system of Drucker provides links to pages, but does not access the pages and compare the content of the search results to the original query or anything else. Drucker relies on the data returned from the search engine and never uses the source material itself. In addition, none of the other references cited in the parent application include such a feature.

### **Conclusion**

Applicant respectfully submits that the former rejections to do not apply to the present claims, and that the claims are in condition for allowance. Accordingly, Applicant respectfully request that the objections and rejections to the application be withdrawn and that the application, as amended be passed to issuance.

### **Invitation for a Telephone Interview**

The Examiner is requested to call the undersigned at (303) 740-1980 if there remains any issue with allowance of the case.

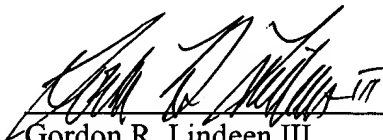
### **Charge our Deposit Account**

Please charge any shortage to our Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Date: 4/30/13

  
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Gordon R. Lindeen III  
Reg. No. 33,192

12400 Wilshire Boulevard  
7<sup>th</sup> Floor  
Los Angeles, California 90025-1026  
(303) 740-1980



Version with Markings to Show Changes Made  
Insertions are underlined, deletions are stricken.

1-7. (Cancelled)

9-18. (Cancelled)

20-25. (Cancelled)

26-72. (New)

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